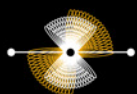# Why Interactive Intelligence® and IBM®?

True unified communications

**Solutions that solve
real business problems**

INTERACTIVE INTELLIGENCE®

Interactive Intelligence and IBM are creating solutions to unify communications and accelerate collaboration.

When you research unified communications solutions, it isn't hard to determine that most of them include systems from a whole collection of vendors.

All the systems come wrapped in a single UC label and claim to streamline communication channels. But their architecture eventually comes down to one vendor for voice equipment, one for messaging, another for conferencing, and still others for things like presence, video and voice over IP (VoIP).

Unified communications? Maybe for an organization's end-users. For chief executives and IT decision makers, however, the multi-system approach to UC is one they'd rather avoid. The objective is to truly unify technologies — and vendor relationships — into a single source.

> "Our interests are in cutting through all the hype of UC by delivering specific solutions that solve real business problems.
>
> Working with IBM, we deliver a well-defined integration that provides practical benefits to organizations using CIC or Sametime, as well as to prospects considering the value of a UC implementation."
>
> **Dr. Donald E. Brown**
> President and CEO
> Interactive Intelligence

The Customer Interaction Center™ (CIC) from Interactive Intelligence

For the contact center, the enterprise, and the remote and mobile workforce

- SIP-based, all-in-one IP platform
  - Strong alternative to hardware-centric, multipoint systems
  - Move to voice over IP (VoIP) via straightforward migration path
- Unify every aspect of business communications
  - ACD-routed multichannel interactions: phone, fax, email, web, SMS, social media, business objects
  - Feature-rich IP PBX functionality and desktop client
  - Screen and call recording
  - Predictive dialing
  - Voice mail and unified messaging
  - Business process automation
  - Content management
  - Interactive voice response (IVR)
  - Speech recognition
  - Workforce management
  - eServices
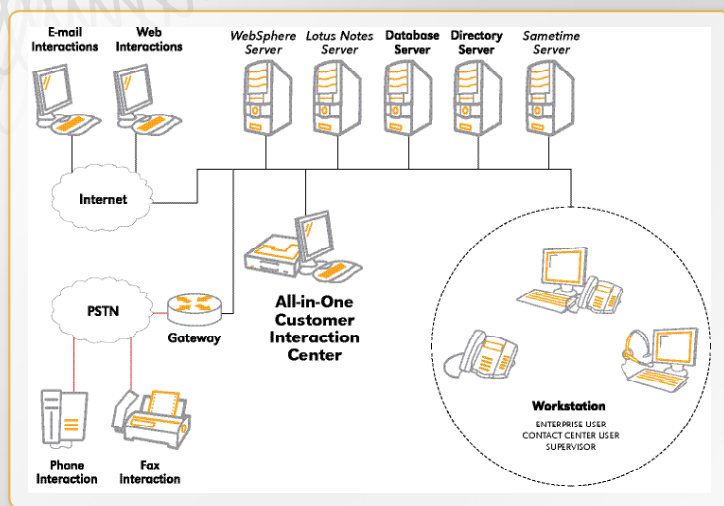
IBM Unified Communications & Collaboration (UC2™)

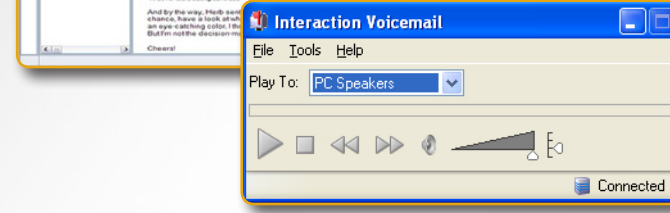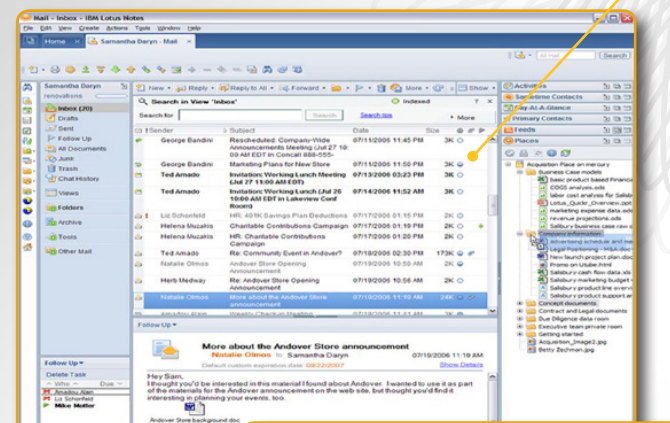Use the CIC application suite to enhance IBM's UCC solution
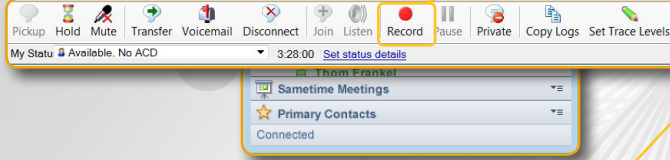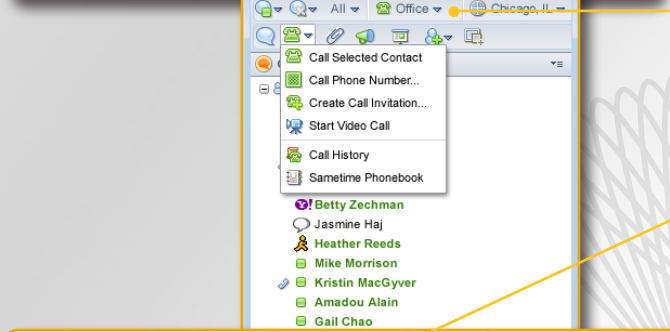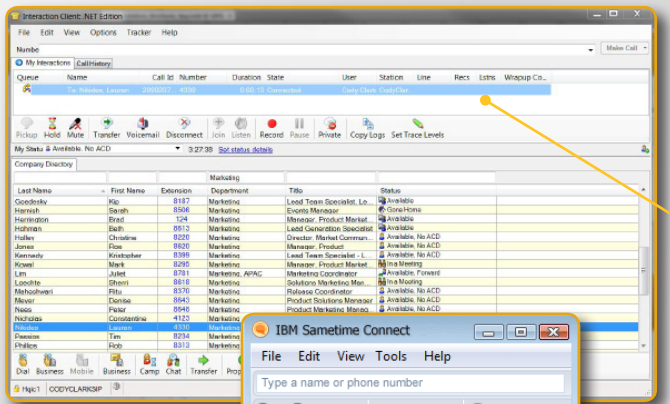
- WebSphere®, Sametime®, Lotus Notes®
- Leverage core CIC telephony functions (PBX, ACD, IVR, call recording) for:
  - Real-time communications services, in the contact center and the enterprise
  - Enterprise instant messaging
  - Presence
  - Online meetings
  - Video conferencing

Unify the customer experience

A customer calls your organization
CIC receives the call, provides an automated IVR menu of services, and determines where to route the caller based on the service they've selected... "Health Services."

You route the incoming call to an available user, quickly, and precisely
The user answers the incoming call using CIC's desktop client and immediately identifies the caller. "Good afternoon, Ms. Addison, how can I assist you?"

The caller's issue requires a more knowledgeable resource
The user locates an available subject matter expert in the Sametime company-wide directory and orchestrates a conference call. "John Davis has joined us on the line to answer your question..."

The user records the conference call for reference
A simple click in CIC's desktop client and the user records the entire conferenced interaction. CIC automatically archives the recording file, which allows organizations to playback interactions for confirmation, compliance and training purposes.

The issue is resolved, and the call recording is readily accessible
After the call, CIC generates an email containing the call recording file and routes it to the user's Lotus Notes inbox. CIC also provides a built-in audio player to listen to the recorded interaction.

Use the recording for knowledge sharing
With CIC's recording management and Sametime for web sharing and collaboration, you easily circulate the recorded call to brief other users on how to handle similar inquiries.

One seamless collaborative process...

No waiting on-hold, no misdirected call transfers, no disconnections. CIC and the UC2 solutions from IBM combine to make satisfactory experiences a reality for everyone involved.

"At the end of the day, it's really about making the lives of our citizens better by delivering the services they need, when they need them. We're doing that better than ever."

Zach Main
Director of Family Resources
Indiana Family and Social Services Administration

Unified platform technology spanning nearly two decades

Interactive Intelligence has been a global provider of unified IP business communications solutions since 1994, when we introduced a single multichannel software platform to automate and process media of all types. In unifying virtually every facet of communications, our innovative platform technology supports total solutions for:

✓ **The Contact Center**
Make your contact center or call center a service powerhouse with a single integrated software suite, delivered as a cloud service or on-premises product

✓ **Unified Communications**
Extend communications across your enterprise with application-rich IP PBX and messaging functionality, and easily scale features and users with our platform and your IP network

✓ **Business Process Automation**
Automate multi-step, people-centric processes using a communications-based approach to capture, prioritize, route, escalate, and track each step of a work process

✓ **Content Management**
Effectively capture and manage content in large volumes in one integrated application environment, developed especially for the insurance industry
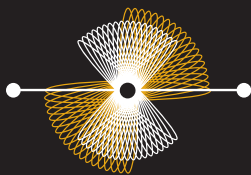
Interactive Intelligence and IBM. Unify.
A hundred employees and five call center users or 10,000 business users and a contact center with 1,000 users. With the solutions from Interactive Intelligence and IBM, you unify communications and collaboration throughout your business to make it more connected and far more powerful.

And you do it by working with two vendors who've come together as one source, for a unified communications solution to solve real business problems.

Learn more about the Interactive Intelligence and IBM partnership
Visit www.inin.com and click on Product Solutions/IBM Integrations. Or contact us for your nearest Interactive Intelligence sales representative, certified Partner, or IBM Partner.

INTERACTIVE INTELLIGENCE®
Deliberately Innovative